



TRADE TALKS 3

AGENDA

21.10.2021

## LIVE – EUCA TRADE YOUTUBE CHANNEL

### BUSINESS OPPORTUNITIES IN THE HEALTH SECTOR:

#### THE POST-COVID ERA

<b>OPENING</b>	<b>Introduction and agenda</b>	<b>09:00</b>
<b>Vilma Ibarra.</b> Communicator and journalist	Welcome and introduction to the event of the program	
<b>TRADE-O-METER</b>	<b>The importance of the health sector in EU-Central America trade relations</b>	<b>09:05</b>
<b>Massimo de Luca.</b> Head of the Economic and Trade Section for Central America, EU Delegation to Costa Rica	Trade and investment in the health sector between the two regions	
<b>TRADE WINDOWS</b>	<b>Development of biomedicine ecosystems in Central America</b>	<b>09:15</b>
<b>Charles Sanchez.</b> Executive Director of FUNIN-ACIB, and member of the Board of Directors of the CR Biomed cluster.	Biomedicine ecosystems as a pathway for the development of sustainable pharmaceutical products	
<b>TRADE TOPICS</b>	<b>Public Health Strategies and Opportunities in the Post-COVID Era</b>	<b>09:30</b>
<b>Isabel De La Mata Barranco.</b> Senior Advisor for Health and Crisis Management at the European Commission (DG SANTE).	Strategies of European public health systems to face the COVID crisis	
<b>Florence Paoloni.</b> Technical-Scientific Secretary of the Latin American International Organization (IILA).	Central American regional integration strategies in the health sector	
<b>Alejandra Acuña Navarro.</b> Executive Secretary of the Council of Ministers of Health of Central America and the Dominican Republic (COMISCA).	Challenges and opportunities for the pharmaceutical industry in Central America.	
<b>Marcela Chacon.</b> Director of Public Affairs at BAYER for Central America and member of the Fedefarma expert group for the region.	Conclusions	
<b>Massimo Manzi,</b> Executive Director, Costa Rican Chamber of Health		
<b>CLOSING</b>	<b>Farewell and closing</b>	<b>10:25</b>
<b>Vilma Ibarra.</b> Communicator and journalist	Forecast on Trade Talks 4	